



Memorandum

TO: TRANSPORTATION AND
ENVIRONMENT COMMITTEE

FROM: JOSEPH HORWEDEL

SUBJECT: TRANSPORTATION
INNOVATIONS

DATE: September 14, 2012

Approved

Date

9/21/12

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Accept the status report on Transportation Innovations and provide feedback to staff on next steps.

BACKGROUND

At the February 2012 Priority Setting Session, the City Council added Transportation Innovations to Support High Density Developments to the list of ordinance and policy priorities. The Transportation Innovations are intended to include Zoning Code modifications to facilitate reductions in vehicle miles travelled (VMT), consistent with the Envision San Jose 2040 General Plan. Specific measures include parking reductions, car share expansions, transit pass requirements, and other mechanisms to be included in private developments to encourage bicycle, pedestrian, transit, and car share use. Increased use of these other modes of travel will reduce VMT. These Innovations were also included in the package of Downtown High Rise Incentives approved by the Council on May 15, 2012.

ANALYSIS

The Administration is working with SPUR and other stakeholders in the development of proposed policies and/or ordinance(s) for Council consideration in fall 2012. Staff is exploring a variety of potential mechanisms, some of which could be started in the Downtown and later expanded to other areas or citywide. This memorandum describes some of the ideas that the Administration is pursuing and additional information will be provided at the Committee meeting.

Reduced Parking Requirements. Studies have shown that reduced parking availability is one of the most effective means to encourage people to use transit, walk, or bicycle. The

Administration is beginning to explore different approaches to parking reductions, including but not limited to:

- Unbundling parking from the residential housing unit or commercial tenant space
- Allowing zero minimum parking requirements in certain instances and locations
- Reducing minimum parking requirement for specific uses
- Linking parking spaces that exceed the minimum with other offsetting measures (e.g., contributions toward transportation improvements)
- Modifying the parking requirements based on the location of the parking spaces (i.e., underground parking would not have to complete any offsetting measures)
- Creating design controls for parking that enhance ground floor activity
- Using City parking spaces for private development

Car Share. The City's efforts with car sharing have been discussed with the Committee and City Council. The Administration is now exploring opportunities for expanding car share with private development without new requirements becoming a disincentive for high density projects.

EcoPasses. The Administration is in conversation with the Valley Transportation Authority regarding the future of the EcoPass program in light of the new, region-wide Clipper Pass. Understanding the future of this program, its administration, and its costs will inform how transit passes might be incorporated into private development requirements.

Bicycle Parking and Bicycle Sharing. Research is also demonstrating that safe, secure, and available bicycle parking can encourage more bicycling. The Administration is evaluating the City's existing bicycle parking requirements to determine if they need to be strengthened. In addition, the Administration is determining how private developers could contribute to the installation and maintenance of new bike sharing pods.

The Administration looks forward to discussing these and other ideas with the Committee. The Administration is also interested in feedback regarding the possible creation of a "menu" approach for private development in which the developer could pick from a list of Transportation Innovations to include in their project, rather than being required to do one over another. This might help with market acceptance and project financing.

COORDINATION

The ideas and status of this effort were coordinated with the Department of Transportation.

PUBLIC OUTREACH

After specific policies and/or ordinances are developed, the Administration will conduct outreach with the development community, businesses, and interested residents. As draft materials are prepared, they will be placed on the Zoning page of the Planning Division website with a link to provide input and share ideas. Ultimately, this work will result in modifications to the Zoning Code which involves public hearings before the Planning Commission (for its recommendation) and the City Council (for final decision).

/s/

JOSEPH HORWEDEL, DIRECTOR
Planning, Building and Code Enforcement

For questions, please contact Laurel Prevetti at 408-535-7901.